

WHAT IS CLAIMED IS:

1. A timepiece comprising:

a display face including a first color on the face corresponding to a current predetermined measurement of time and a second color on the face corresponding to a consecutive predetermined measurement of time, wherein the second color fills the face clockwise as an interval of time elapses.

2. A timepiece according to claim 1, wherein the first color is a current hour, the second color is a consecutive hour, and the interval of time corresponds to minutes.

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3. A timepiece according to claim 2, further including a line created by the intersection of the first color with the second color on the display face, wherein the position of the line along the display face indicates the number of minutes that have passed in the current hour, and wherein the line is not displayed on the face when 15 60 minutes have elapsed and the face is filled entirely with the second color.

4. A timepiece according to claim 1, wherein the display face is circular.

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5. A timepiece according to claim 2, wherein each of the colors corresponds to a set of 24 different colors representing each of the 24 hours in a day.

6. A timepiece according to claim 2, wherein each of the colors corresponds to a set of 12 different colors representing each of the 12 hours in half of a day.
7. A timepiece according to claim 1, wherein a numerical hour indicia is displayed along a circumferential edge of the face.
8. A timepiece according to claim 1, wherein the time piece is a watch.
9. A timepiece comprising:
  - 10 a display face including a color time field having a first axis representing a first unit of time and a second axis representing a second unit of time, wherein a colored section fills the color time field as time elapses and wherein a current color displayed in the colored section is one color in a set of different colors that correspond to a predetermined measurement of time.
- 15 10. A timepiece according to claim 9, wherein the predetermined measurement of time is each of the different hours in a day.
11. A timepiece according to claim 10, wherein the first axis is a horizontal axis representing minutes, the second axis is a vertical axis representing seconds, and the color time field is a 60 unit x 60 unit grid having a set of 3,600 units.

12. A timepiece according to claim 11, wherein the colored section advances vertically with each passing second and horizontally with each passing minute.

13. A timepiece according to claim 12, wherein a next color in the set of colors 5 corresponding to a next consecutive hour begins to fill the color time field after the current color in the colored section representing a current hour has filled each of the 3,600 units in the grid.

14. A timepiece according to claim 9, wherein the timepiece is a watch.

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15. A timepiece according to claim 10, wherein the set of colors includes 24 different colors representing each of the 24 hours in a day.

16. A timepiece according to claim 10, wherein the set of colors includes 12 15 different colors representing each of the 12 hours in half of a day.

17. A timepiece according to claim 10, further comprising a first set of indicia along the first axis marking intervals of the first unit of time and a second set of indicia along the second axis marking intervals of the second unit of time.

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18. The timepiece according to claim 17, wherein the length of the first axis is substantially different than the length of the second axis.

19. A method of telling time comprising:
  - assigning a different color to a predetermined measurement of time;
  - displaying on a face of a timepiece a first color corresponding to a current predetermined measurement of time and a second color corresponding to a consecutive predetermined measurement of time, wherein each of the colors are displayed sequentially in a continuous loop representing the predetermined measurements of time that elapse in the day; and
  - filling the face of the timepiece with the second color as an interval of time elapses.
20. The method according to claim 19, wherein the predetermined measurement of time corresponds to each of the hours in a day and the interval of time corresponds to the minutes in an hour.